

**REMARKS**

Claims 1-12, 15, 16, 18, 19, 21, 23-25 are presented for examination.

The invention was discussed during the Examiner's Interview of April 16, 2006. The Examiner's assistance during the Interview is greatly appreciated.

Per the Examiner's suggestion, the claims have been revised to emphasize details of interaction between the claimed input telephone circuitry, order processing circuitry and control circuitry during the interactive session with a customer that places an order for a product via a telephone order system of a retail system.

As discussed during the telephone conference, the combination of the applied references would not teach or suggest the interaction between the claimed elements in the manner recited in the claims.

Newly added dependent claims 23-25 further define the claimed invention.

It is submitted that the references of record do not teach or suggest the features recited in these claims.

In view of the foregoing, and in summary, claims 1-12, 15, 16, 18, 19, 21, 23-25 are considered to be in condition for allowance. Favorable reconsideration of this application, as amended, is respectfully requested.

**Application No.: 10/762,374**

To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account 500417 and please credit any excess fees to such deposit account.

Respectfully submitted,

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